With the gubernatorial primary set to take place June 5, the Eagleton Institute's latest New Jersey Poll shows that only 26% of the persons sampled reported having "read or heard anything about the primary elections in June," while 74% said they had not. The poll took place May 11 through 22 and contacted a statewide random sample of 1214 New Jersey residents 18 or older by telephone.

Not all of the 26% who were aware of the primaries said they plan to vote. Five percent said they "probably won't" or "definitely won't" participate. The remaining 21% of the sample divided evenly between those planning to vote in the Republican primary and those planning to vote in the Democratic primary.

John Blydenburgh, the Poll's director, hastened to point out that such small samples, 125 Republicans and 127 Democrats out of a sample of 1214, "was much too small to use to try to predict the outcome of an election." Nevertheless, the small samples showed some candidate preferences.

Among persons saying they intend to vote in the Republican primary, incumbent Governor William Cahill and South Jersey Congressman Charles Sandman were running even, with each the choice of 40% of those expecting to vote for GOP candidates. The remaining 20% were undecided.

Among the Democrats, Brendan Byrne, who announced his candidacy at the last hour, emerged as the leading contender receiving the support of 28% of those intending to vote in the Democratic primary. Morris County Assemblywoman Ann Klein...
was in second place with 15%. State Senator Ralph De Rose, who many had considered to be the early favorite due to his strong support by the Essex Democratic organization, trailed in third place with only 8%. Further back was Frances Forst with 5%. However, 44% of those who said they planned to vote in the Democratic primary said they were still undecided about a candidate.

Blydenburgh points out that "the large undecided response among both Republicans and Democrats and the earliness of the poll make the outcome of this election anything but determined."

A factor which does not seem likely to effect the primary is the "cross over" vote. This year for the first time all voters can freely choose to participate in either party's primary, but few respondents said they would cross party lines. Fewer than 10% of those saying they would vote in the Democratic or Republican primary declared themselves as members of the opposing party.

The results of the Seventh New Jersey Poll were tabulated by the Opinion Research Corporation of Princeton, New Jersey.

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TO: POLITICAL REPORTERS
FROM: JOHN C. BLYDENBURGH
RE: THE SEVENTH NEW JERSEY POLL, RELEASE #1, WEDNESDAY AFTERNOON, MAY 30, 1973

We attempted to filter out non-participants in the primary with five levels of questions.

First:
"Have you read or heard anything about the primary elections this June?"
Presumably persons who said no are very unlikely participants.

Second:
"Some people do not like to vote in primary elections for a variety of reasons--they do not want to affiliate with any party, they do not consider them as important as general elections, or it may be difficult to get to the polls.

"How likely do you think it is that you will vote in this June's primary?"

- Definitely will
- Probably will
- Not sure
- Probably Won't
- Definitely won't
- Don't know

Third, we asked:
"Assuming you vote, which party primary do you plan to vote in?"

Again, presumably persons who do not know are less likely participants.

Fourth, we asked:
"Who do you expect to vote for in the ________ primary for Governor?"

Presumably, persons who name a candidate without prompting are more likely participants than those who cannot name a candidate.

Fifth, we prompted those who could not name a candidate unaided.